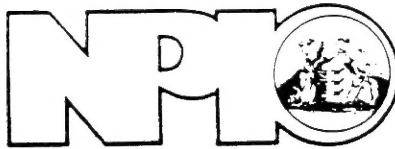


NEWARK
PUBLIC
INFORMATION
OFFICE



City Hall, 920 Broad Street, Room 214
Newark, New Jersey 07102
(201) 733-8004
Pamela E. Goldstein, Director

Press Release

FOR IMMEDIATE RELEASE

THURSDAY, SEPTEMBER 14, 1995

CONTACT: LAWRENCE E. PARSONS, (201) 733-6473

NEWARK RECEIVES ANOTHER NATIONAL AWARD FOR ITS RECYCLING PROGRAM

Mayor Sharpe James today announced that the City of Newark has received the Solid Waste Association of North America's (SWANA) 1995 Recycling Excellence Silver Award.

The award will be presented at SWANA's 33rd Annual International Solid Waste Exposition in Baltimore, Maryland, on Tuesday, October 24. It recognizes outstanding performance in the areas of operation, design and efficiency of a recycling program and the success of an overall, integrated solid waste management system.

Newark, which has a recycling rate of over 50 percent, began a major citywide curbside recycling program in 1989 where collections have increased from 100 tons per month to 1000 tons per month.

"We greatly appreciate this recognition by SWANA, one of the world's most important solid waste organizations," James said. "During my administration, the City has worked to develop new and innovative programs to protect the environment through effective waste management."

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"The cities and towns of this world must take responsibility for our environment," James added. "If we do not preserve our planet's environment, we will not have a future."

In addition to the SWANA award, the City of Newark has received numerous national and state awards for its recycling program. These have included: two statewide awards, highlighting the City's recycling education program in 1988; an "Award of Merit" from American City and County magazine in 1990, and national awards from the United States Conference of Mayors and Public Technology Incorporated in 1991.

Newark also received an honorable mention from the American League of Cities; the U.S. Environmental Protection Agency's (EPA) Administrator's Award for having the best local recycling program, and an award from the EPA's Region II for Newark's recycling education program.

With the cost of solid waste disposal rising dramatically (from \$450,000 in 1980 to as much as \$21.5 million in 1989),² the City of Newark found that solid waste reduction is smart, both from an environmental and an economic perspective. As a result, Newark developed an aggressive recycling campaign, spending \$2 million on the program.

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The campaign began in 1986 when the James administration took office, and the City published its "Waste Utilization Study," a recycling master plan. A recycling coordinator was then hired, along with two recycling specialists and a support staff.

The Office has developed programs for recycling municipal office paper, leaves, tires, white goods (refrigerators, washing machines and etc.), abandoned vehicles, corrugated cardboard, the curbside collection of household recyclable and recycling education.

Newark began its curbside collection of recyclables on December 7, 1987 when some residents were required to separate their newspapers from other trash. Beginning in 1987, the program included curbside pickup of mixed glass and metal and aluminum cans, as well as newspapers, throughout the City.

Reusable containers for storage and collection of recyclables, along with information on their use, are regularly distributed to Newark residents. Since October 1991, Newark has been collecting every type of recyclable material weekly, where the City once alternated between collecting newspapers one week and mixed glass and metal another.

The City began a \$150,000 education program prior to the launch of curbside recycling. This includes a full-time education coordinator who develops programs, including slide presentations, to educate school-aged children about recycling.

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The education program consists of a direct mail bilingual brochure, "Sort It Out. It's as easy as 1,2,3," which contains a map of residents specific collection areas, a list of streets within the collection area and a color-coded schedule of pick-up days.

Regular advertisements and press releases about recycling are placed in the local newspapers. Recycling reminders are mailed to every household, and poster contests and an awareness program have been initiated in the Newark school system.

Other methods the City has used for recycling education include videotapes detailing the recycling program, a workshop of owners and superintendents of buildings with more than one apartment and a "Recycling Rangers" program where children pledge to help family and friends recycle.

In addition, the City has developed a "Woes of Waste" puppet show, materials on "precycling," the practice of purchasing goods in reusable and recyclable containers, and a major economic development package promoting Newark as a prime location for recycling businesses interested in relocating or building facilities in Newark.

The City of Newark's recycling education has resulted in increases in the amount of recyclable collected and a reduction in the amount of waste collected. In 1992, Newark collected 4,512 tons of newspaper, magazines and junk mail and 5,400 tons of glass bottles and jars, along with metal cans.

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In 1993, these figures rose to 5,408 tons of newspapers, magazines and junk mail, and 5,472 tons of glass bottles and metal cans. For 1994, based on the first six months, the City projected that 5,636 tons of newspaper, magazines and junk mail would be collected for recycling, while 5,534 tons of glass bottles and jars and metal cans.

There was also a decline in the amount of household refuse collected from Newark residents. In 1993, 103,898 tons of household refuse were collected in Newark, the second lowest total in the past six years.

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September 23, 1995

Gallup Poll Shows That More Consumers Feel Businesses Should Pay For Recycling

Mayor Sharpe James has announced that a recent Gallup Poll indicated that 68 percent of those American consumers surveyed believe that businesses should pay for the cost of recycling. At the same time, 50 percent of businesses also agreed that businesses should absorb the costs of recycling.

According to the poll, 34 percent of businesses answering the survey felt that government should pay for recycling. Forty-two percent of consumers answering the poll agreed. Sponsored by Waste Management, Inc., the Gallup Poll survey on recycling was reported by World Wastes Magazine. "This Gallup Poll survey supports my belief, as well as the opinion of both the United States Conference of Mayors (USCM) and the National League of Cities (NLC), that corporations that produce containers and packaging should share responsibility for recycling," James said.

"We all have a shared responsibility for recycling. It is not fair that municipalities are forced to pay the entire mandated cost to provide curbside recycling," James added.

James is chair of the USCM's Solid Waste Advisory Council and co-chair of the group's Solid Waste Task Force.

The Mayor asked that government and industry follow the USCM's "Shared Responsibility for Waste Reduction" resolution, which is endorsed by the Municipal Waste Management Association (MWMA)--an affiliate of the U.S. Conference of Mayors.

"There is a need for a national recycling policy in the United States, for which industry would share in the cost of recycling the waste they are responsible for producing." "Corporations that produce the packaging and products that we recycle should be held financially responsible for recycling," added James.

The USCM, the Solid Waste Advisory Council and the MWMA recently announced publication of a report entitled "Overview of New Legislation and Policies for Municipal Solid Waste Reduction and Recycling."

Copies of the U.S. Conference of Mayors resolution and report entitled "Overview of New Legislation and Policies for Municipal Solid Waste Reduction and Recycling" can be obtained by contacting the MWMA at 202/861-6778, or by writing to The US Conference of Mayors-NWMA, 1620 Eye Street NW, Washington, D.C. 20006